

## ORDER



**Orders**  
**Order / Rev:** 205814  
**Alt Order #:** 06852663  
**Product Desc:** 9/15-9/21 BARACK OBAMA 60S  
**Estimate:** 1775  
**Flight Dates:** 09/15/12 - 09/21/12  
**Original Date / Rev:** 09/14/12 / 09/14/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Greer Margolis & Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue Northwest  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Obama For America (D)  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P4  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN13209  
**Agency External ID:** IN117/SP159/AL1336

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/21/12	47	\$19,550.00	\$16,617.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	47	\$19,550.00	\$16,617.50	0.00
<b>Totals</b>	<b>47</b>	<b>\$19,550.00</b>	<b>\$16,617.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WVBT	14%	\$19,550.00
Market	100%	\$139,642.86

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	23%	\$32,117.86
WGNT	7%	\$9,775.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	22%	\$30,721.43
WTVZ	6%	\$8,378.57
WVEC	28%	\$39,100.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/17/12	09/21/12	M-F 3-4p Steve Wilkos	CM	3-4p	MTWTF--	1:00	5	\$120.00	P4	0.00	NM	5	\$600.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			5		\$120.00		0.00				
E 2	WVBT	09/17/12	09/21/12	M-F 4-5p M-F 4-5p	CM	4-5p	MTWTF--	1:00	5	\$200.00	P4	0.00	NM	5	\$1,000.00

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Alt Order #: 06852663  
Flight Dates: 09/15/12 - 09/21/12

Advertiser: POL/Obama For America (D)  
Product Desc: 9/15-9/21 BARACK OBAMA 60S  
Estimate: 1775  
**WVBT**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		5			\$200.00			0.00			
E 3	WVBT	09/17/12	09/21/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	MTWTF--	1:00	5	\$200.00	P4	0.00	NM	5	\$1,000.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		5			\$200.00			0.00			
E 4	WVBT	09/17/12	09/21/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	MTWTF--	1:00	5	\$1,000.00	P2	0.00	NM	5	\$5,000.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		5			\$1,000.00			0.00			
E 5	WVBT	09/17/12	09/20/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	MTWT---	1:00	4	\$600.00	P2	0.00	NM	4	\$2,400.00
SPORTSWRAP M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWT---		4			\$600.00			0.00			
E 6	WVBT	09/17/12	09/21/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	1:00	5	\$250.00	P3	0.00	NM	5	\$1,250.00
TMZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		5			\$250.00			0.00			
E 7	WVBT	09/17/12	09/21/12	M-F 730-8p 30 Rock	CM	730-8p	MTWTF--	1:00	5	\$250.00	P3	0.00	NM	5	\$1,250.00
DISH NATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		5			\$250.00			0.00			
E 8	WVBT	09/18/12	09/18/12	Tue Prime Other 1 Tuesday 8-10p	CM	8-10p	-T-----	1:00	2	\$1,600.00	P4	0.00	NM	2	\$3,200.00
SO YOU THINK YOU CAN DANCE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-----		2			\$1,600.00			0.00			
E 9	WVBT	09/17/12	09/21/12	M-F 6-7p Maury Povich	CM	6-7p	MTWTF--	1:00	5	\$200.00	P4	0.00	NM	5	\$1,000.00
MAURY POVICH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		5			\$200.00			0.00			
E 10	WVBT	09/20/12	09/20/12	Thur Hour 2 Thu 9-10p	CM	9-10p	---T---	1:00	1	\$1,600.00	P3	0.00	NM	1	\$1,600.00
GLEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---		1			\$1,600.00			0.00			
E 11	WVBT	09/17/12	09/21/12	WAVY News 10 on FOXGM WAVY News 10 on FOX 43		WAVY News 10 or	MTWTF--	1:00	5	\$250.00	P4	0.00	NM	5	\$1,250.00
AM NEWS .															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTWTF--		5			\$250.00			0.00			
													Totals	47	\$19,550.00